

Circular Valley – Hot Spot for the Circular Economy

World Bank Group Learning Series

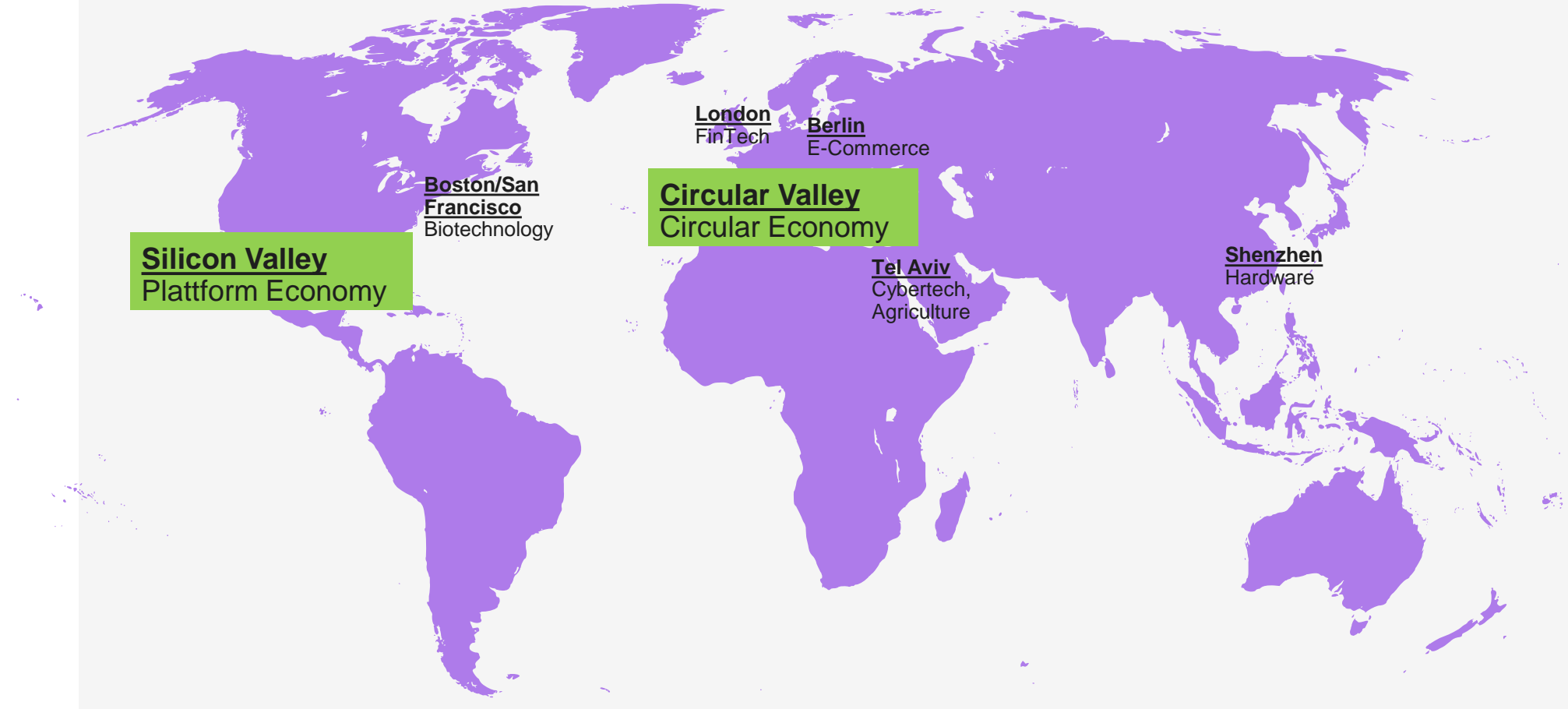
Circular Economy & Private Sector Dev.

November 16th, 2020

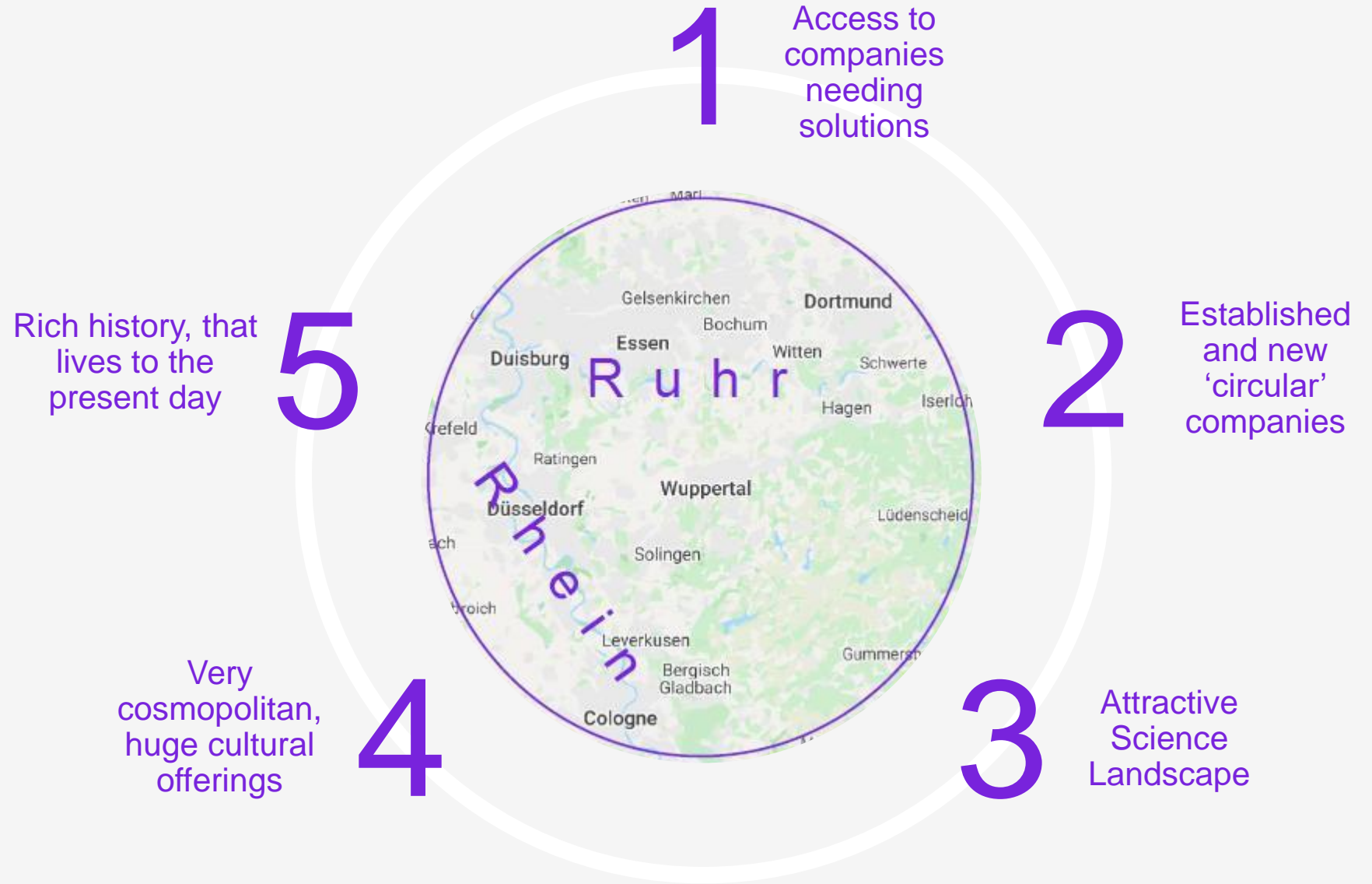
Carsten Gerhardt, Kearney



We need a „Circular Valley“



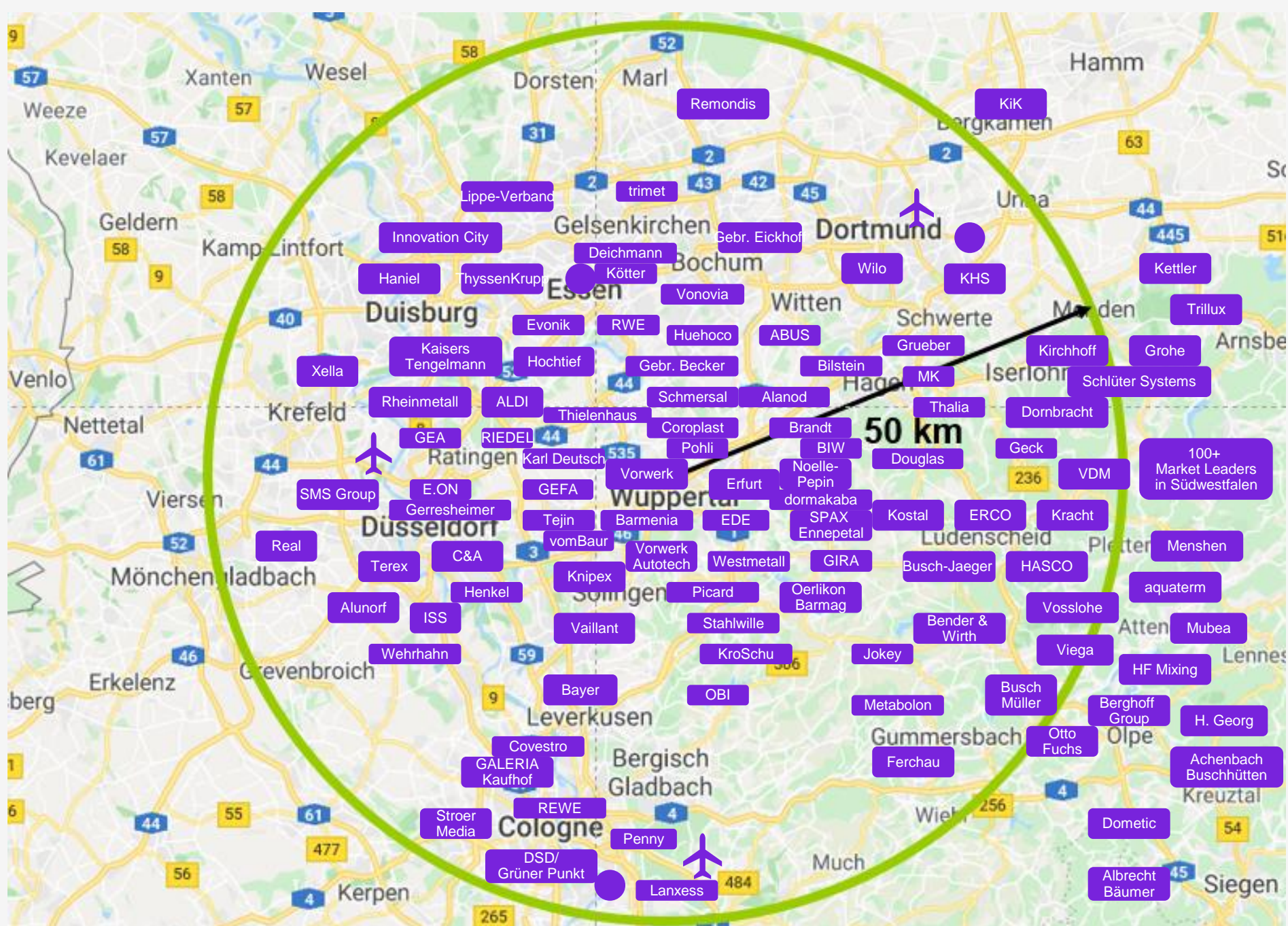
The Rhine-Ruhr area in Germany is the perfect “Circular Valley” for five unique reasons



Circular Valley connects 300+ global market leaders in 60 minutes or less

Selected examples

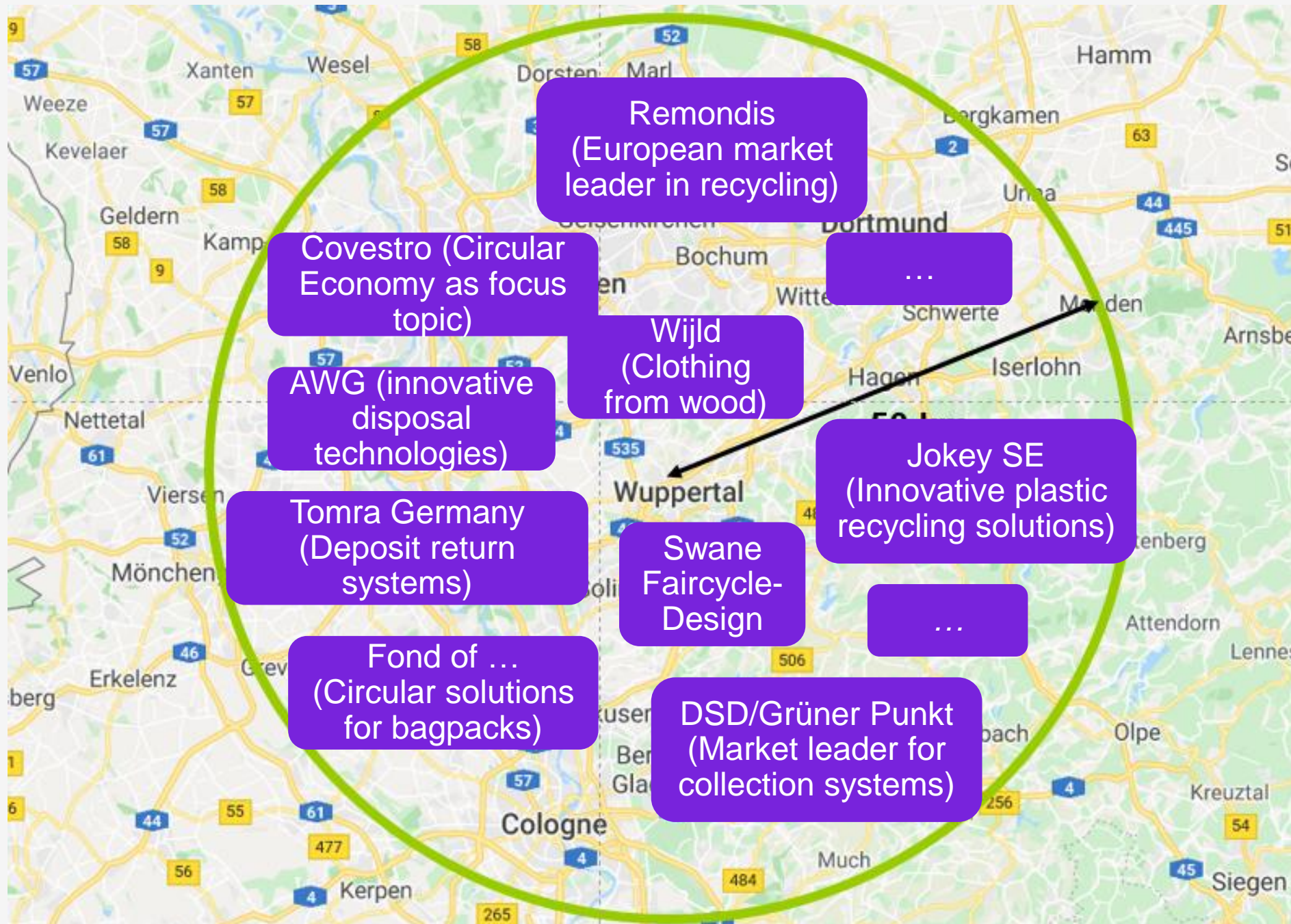
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Established and new companies in the region are leaders in circularity

Selected examples

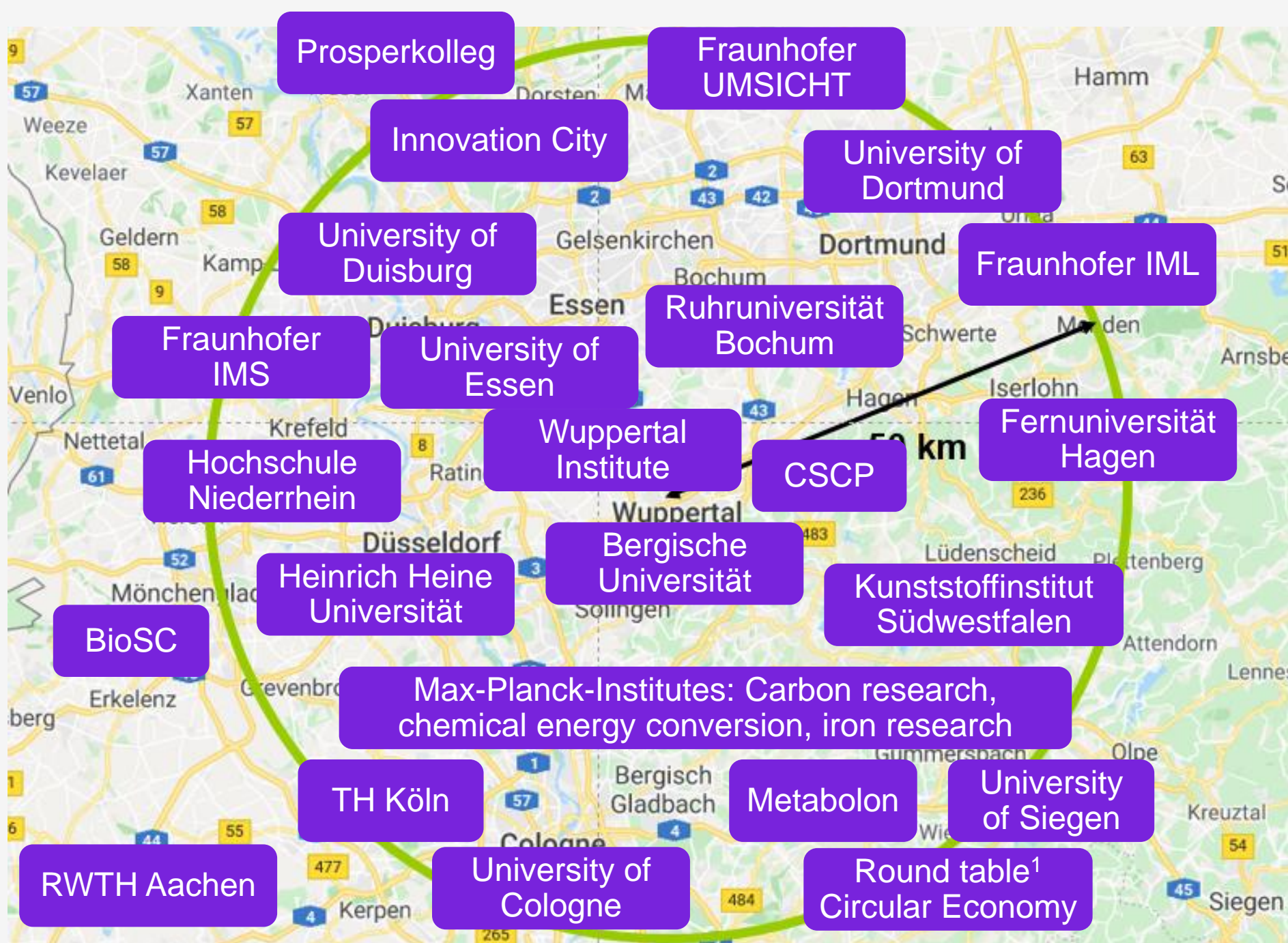
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Universities, and research institutes provide a cross-functional scientific excellence

Examples

3



1) Joint initiative of multiple institutions

The region is attractive and welcoming for high potentials from all over the world

Large international communities, e.g. Düsseldorf has a large Japanese Community in Germany's only "Japantown"

Düsseldorf has been the Bridgepoint to Europe for many international companies

Three international airports connect to the world



Over 30 opera buildings, theatres and world famous concert buildings

World-reknown concerts ("Klavierfestival Ruhr")

At the same time a region of "makers"

4

It has a rich history that lives to the present day – important for the topic

The “Bergisches Land” and “Ruhrgebiet” were home to many early industries

Water and coal were the basis for the 1st and 2nd industrialization wave in the 18th and 19th century

Go back to the root and close the loop



Broad industry coverage: Metal, machinery and plant engineering, household appliances, chemicals, high performance fibers/textiles, lighting, commerce, packaging

Circular Economy needs material to work with

Many investors appreciate tradition

5

The „Circular Valley Foundation“ organizes the key activities

Circular Valley

Network Node for sharing knowledge and content (e.g. Foundation)

Public relations

Exhibitions on social and ecological aspects

Circular Economy Accelerator

Cooperation of economy, science and start-ups

Policy Recommendations

Development of policy recommendations for Berlin/Brussels

Economic benefit for the companies

A former gas tank serves as the center and crystallization point of Circular Valley

Circular Economy Accelerator is planned nearby on Vorwerk premises



Thank you

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